

THE NBN
EXPERIENCE AT
HARVEY NORMAN

THE PARAGON
DESIGN GROUP



THE BRIEF

- _ Create a clear and inspiring store journey
- _ Create visual merchandising that adds value to the technology customer experience
- _ Create an interactive nbn experience zone

THE CUSTOMER JOURNEY BRIEF



TVC



Front of store



Computers & Electrical



In-store depts
TV
Technology
Gaming
Checkout

STRATEGIC CONSIDERATIONS

- _ TVC as brand lead – concurrency
- _ Store flow
- _ Communication hierarchy
- _ Messaging
- _ POS elements
- _ Standards or statements about nbn network ready
- _ Differentiation from telcos
- _ Category leadership that creates demand and aids conversion
- _ Be careful with regard to the political and legal ramifications of every statement

THE CUSTOMER

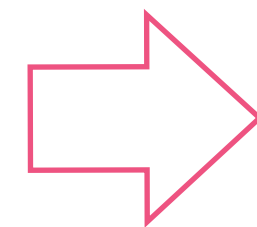


- _ Recent or impending nbn network availability
- _ Average consumers that use technology on a day-to-day basis, but not tech heads
- _ They are not just new adopters
- _ Low awareness of nbn network benefits
- _ Attribution to Telstra as category leader
- _ 30% Smart TV penetration
- _ 80% of Smart TVs not connected
- _ Today 8.2 connected devices
- _ 2019 24 connected devices

MESSAGE ARCHITECTURE

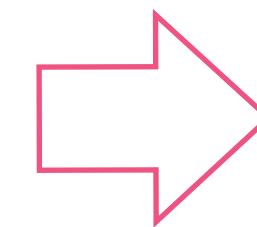
BRAND

The fast reliable broadband
network that makes
everyone happy



RETAIL

Unlock the amazing potential
of today's technology with an
nbn connection



CALL TO ACTION

Time to switch to the
nbn network

THE IDEAL CUSTOMER EXPERIENCE

- _ Build on nbn awareness from TVC and others
- _ Increase knowledge of what the nbn network is
- _ Create nbn consideration via benefits and inspiration
- _ An eye opening learning experience
- _ Know what to do to connect
- _ Purchase technology that unlocks the possibilities of the nbn network

NBN LANGUAGE

- _ Discover
- _ Discover the possibilities
- _ Realise
- _ Quickly and easily
- _ Imagine the possibilities
- _ Unlock the true potential
- _ Fast, affordable, reliable internet
- _ Fast – better downloads
- _ Exciting possibilities
- _ Better education, business, gaming and sociability
- _ Opportunities
- _ Opportunities to be more productive, more creative, more efficient

THE CUSTOMER JOURNEY




Harvey Norman



Step into a new world online

Discover the nbn[®] network here today




bring it on nbn



Step into a new world online

Discover the nbn[®] network here today



bring it on nbn

BEDDING
COMPUTERS
ELECTRICAL
FLOORING
WALK THRU



Welcome to the new world online

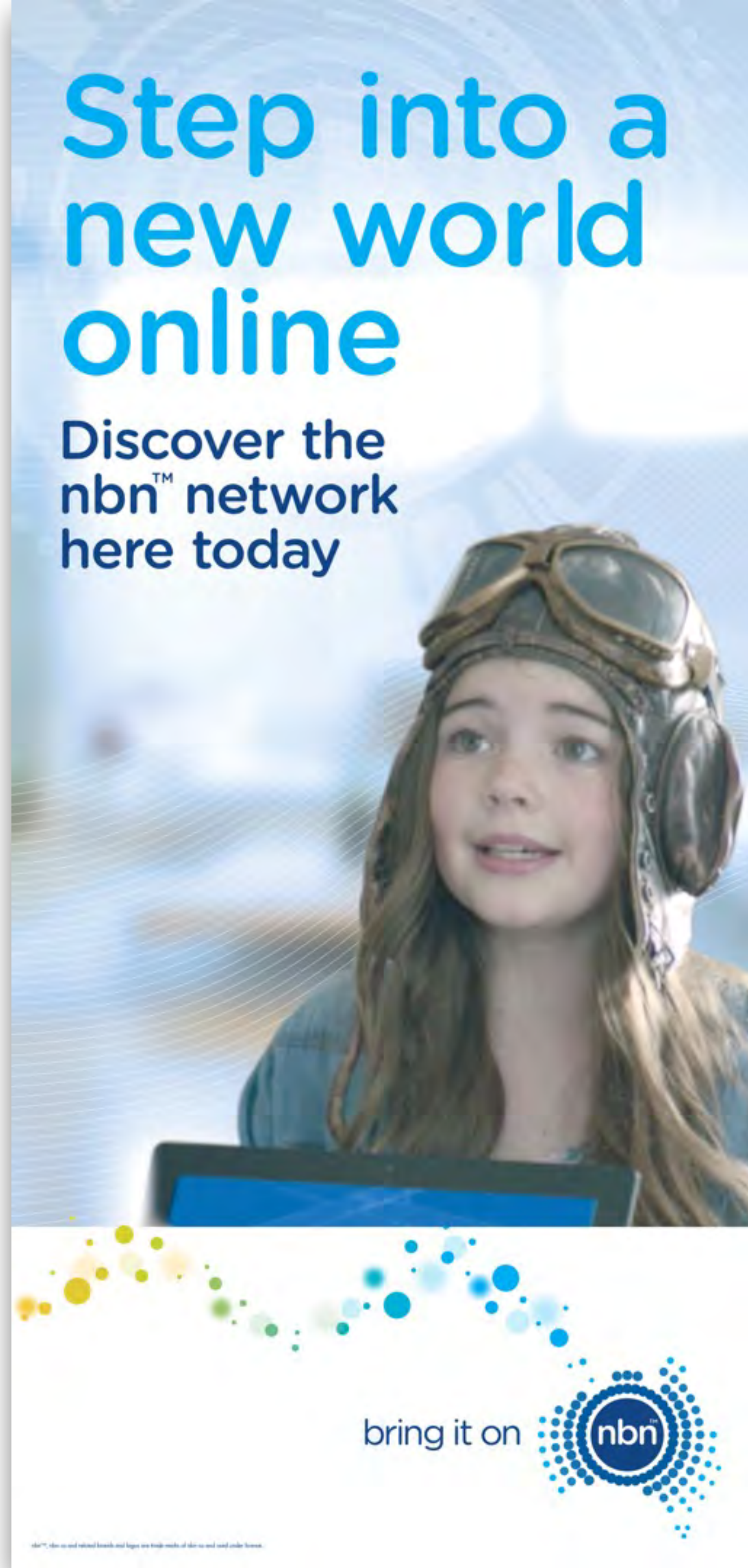
Discover the nbn[®] network here today



bring it on nbn



FRONT OF STORE



- _ Window decal
- _ Spider Banner

COMPUTERS & ELECTRICAL

Cashier

Pick Up Online Purchases Here

Pick Up Online Purchases Here

Welcome to the new world online

Discover the nbn™ network here today



bring it on nbn

Welcome to the new world online

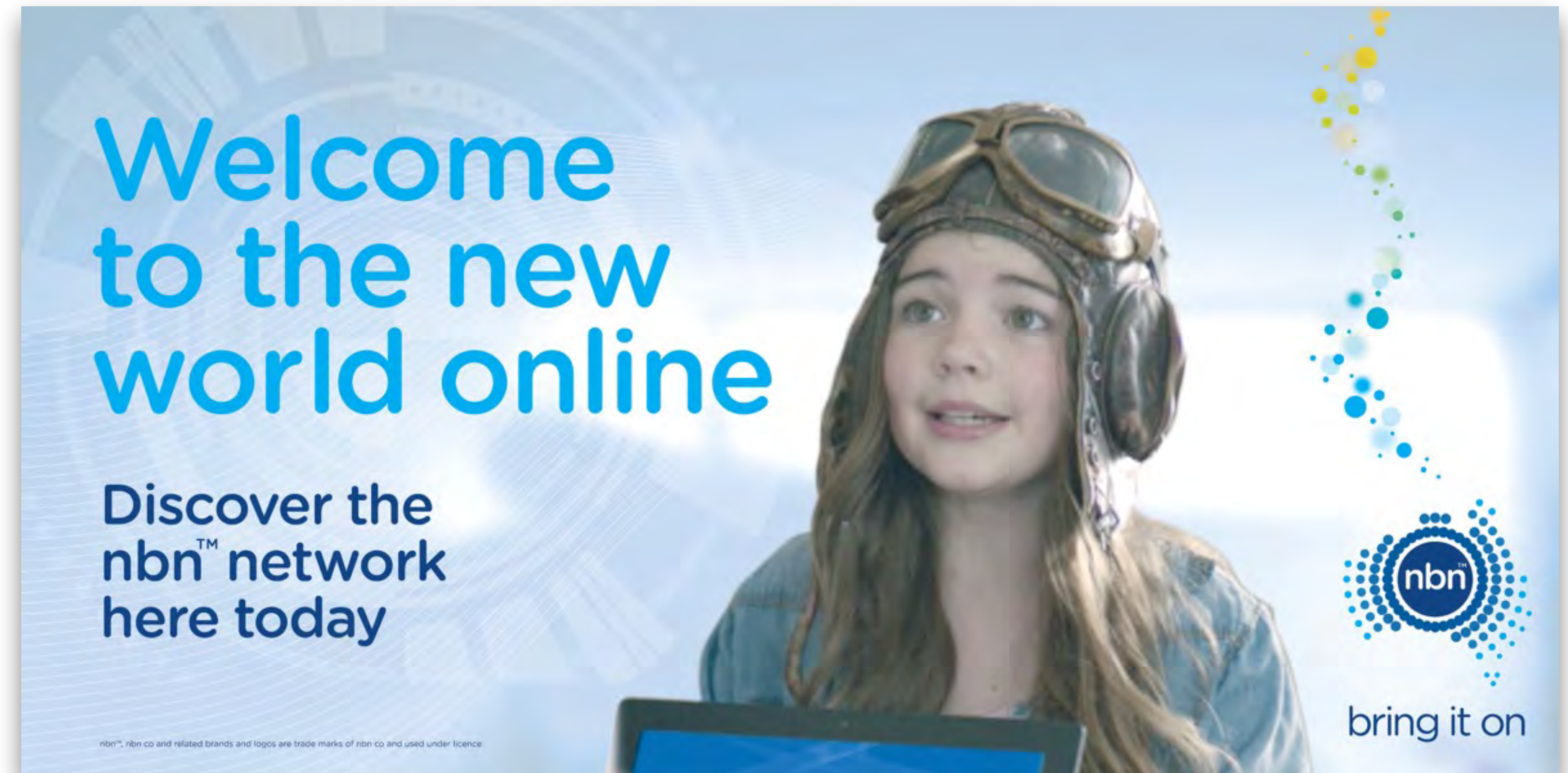
Discover the nbn™ network here today



bring it on nbn

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C&E ENTRANCE



- _ Floor decal
- _ Spider Banner
- _ Sensor gates



TV

Supercharge your online TV

Experience it here

bring it on



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_ Hanging banners

TV

**Watch TV in
stunning clarity
with Ultra HD**

Experience it here

bring it on



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_ Hanging banners

TV

Stream to every smart TV at home

Experience it here

bring it on



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_ Hanging banners

TV



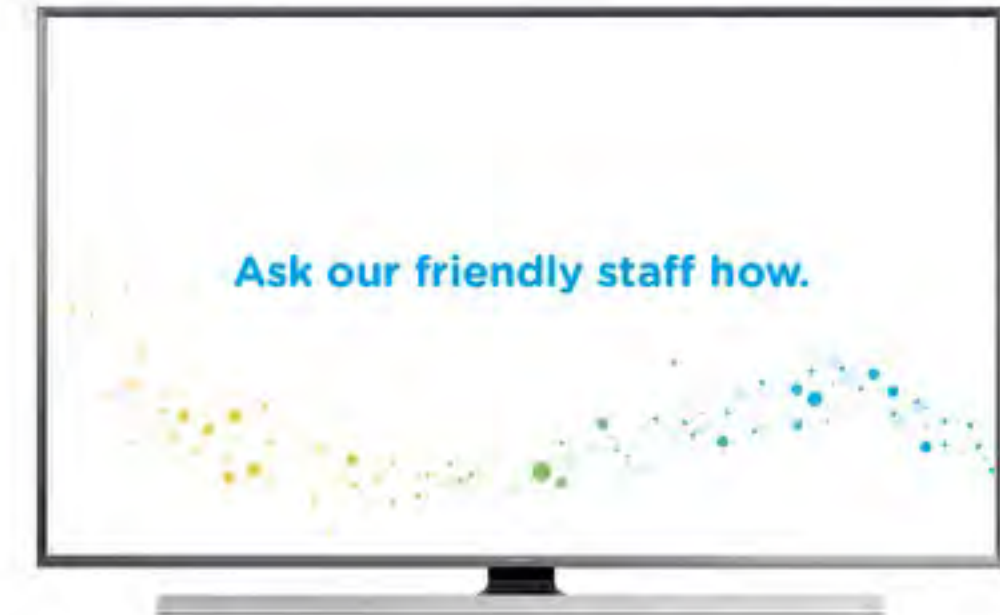
- _ TV Corners
- _ Electrostatic POS



UHD demo reel plays.



Transitions to screen (w. aurora). Copy animates in.
Copy fades out.



Copy animates in. All animate out.



Logo & T&C's animate in. All fade out.

Reliable
browsing and
streaming

Experience it here

bring it on



Supercharge
your downloads

Experience it here

bring it on



Fast, reliable
internet for the
whole house

Experience it here

bring it on



COMPUTERS & TECH

**Fast, reliable
internet for the
whole house**

Experience it here

bring it on



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COMPUTERS & TECH

Supercharge your downloads

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COMPUTERS & TECH

**Reliable
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NBN logo(w. aurora) animates in.

What is the nbn™ network?

Copy animates in. Animates out.

It's an **upgrade** to Australia's existing phone and internet infrastructure.

Street & copy animates in. Copy fades out.

Designed to provide
fast, reliable and **affordable** internet.

Copy animates in. Zoom out. Animates out.

What does this mean for you?

Copy animates in. Animates out.

Faster internet, means access
to more opportunities to unlock
the potential of your devices.

Copy animates in. Animates out.



Ultra-HD video streaming.

Copy & illustration animates in. Animates out.



Smoother high resolution gaming.

Copy & illustration animates in. Animates out.



Uninterrupted HD music streaming.

Copy & illustration animates in. Animates out.



Faster backup to Cloud services.

Copy & illustration animates in. Animates out.

The nbn™ network
is now available
in Blacktown!

Copy & illustration animates in. Animates out.

Connecting to the
nbn network **is not automatic**,
you will need to connect before
the old service is disconnected.

Copy animates in. Animates out.

Talk to our friendly staff
about how to get connected.

Copy animates in. Animates out.



Logo (w. aurora) & Copy animates in. All fades out.

Download the
latest games
faster

Experience it here

bring it on



Smoother
high resolution
gaming

Experience it here

bring it on



Unlock the
full potential of
online gaming

Experience it here

bring it on



LG 4K ULTRA HDTV

harman kardon



LG Wireless Sound Bar Home Audio

BOOST YOUR TV

LG ULTRA HDTV

GAMING

**Unlock the
full potential of
online gaming**

Experience it here

bring it on



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_ Hanging banners

GAMING

Smoother high resolution gaming

Experience it here

bring it on



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_ Hanging banners

GAMING

**Download the
latest games
faster**

Experience it here

bring it on



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_ Hanging banners



BUSINESS

**Fast, reliable
internet for the
whole office**

Experience it here

bring it on



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_ Hanging banners

BUSINESS

**Share large
business
files easily**

Experience it here

bring it on



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_ Hanging banners

BUSINESS

**Smoother,
clearer video
conferencing**

Experience it here

bring it on



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_ Hanging banners

Download
the latest
tracks faster

Experience it here

bring it on 

Audio Systems

Reliable music
streaming

Experience it here

bring it on 

Hear it in
crystal clear
HD sound

Experience it here

bring it on



Unlock the full
potential of this TV
with the nbn network

SALE PRICE
\$1298



SALE PRICE
\$885
LG 43" FULL HD
LED LCD TV



MUSIC

**Download
the latest
tracks faster**

Experience it here

bring it on



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_ Hanging banners

MUSIC

**Hear it in
crystal clear
HD sound**

Experience it here

bring it on



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_ Hanging banners

MUSIC

Reliable music streaming

Experience it here

bring it on



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_ Hanging banners

NBN EXPERIENCE ZONE

- _ UHD 4K TV live from Netflix
- _ Smooth hi-resolution online gaming
- _ Internet download and upload
- _ Login to nbn network powered hot spot with own device



NBN EXPERIENCE ZONE



HOW TO CONNECT

How to connect to the nbn™ network

Connecting to the nbn network is easy.

Check availability to your home or business premises at nbn.com.au

Contact a phone or internet service provider

As the new network is rolled out, parts of the existing network will be switched off. So don't delay, contact a phone or internet provider. The sooner you switch, the sooner you could enjoy the benefits of a fast reliable broadband network.



Enjoy the benefits of a fast reliable broadband network

Fast, reliable internet for the whole house or office. All at the same time.

Faster downloads of video, games and music

Share large files easily

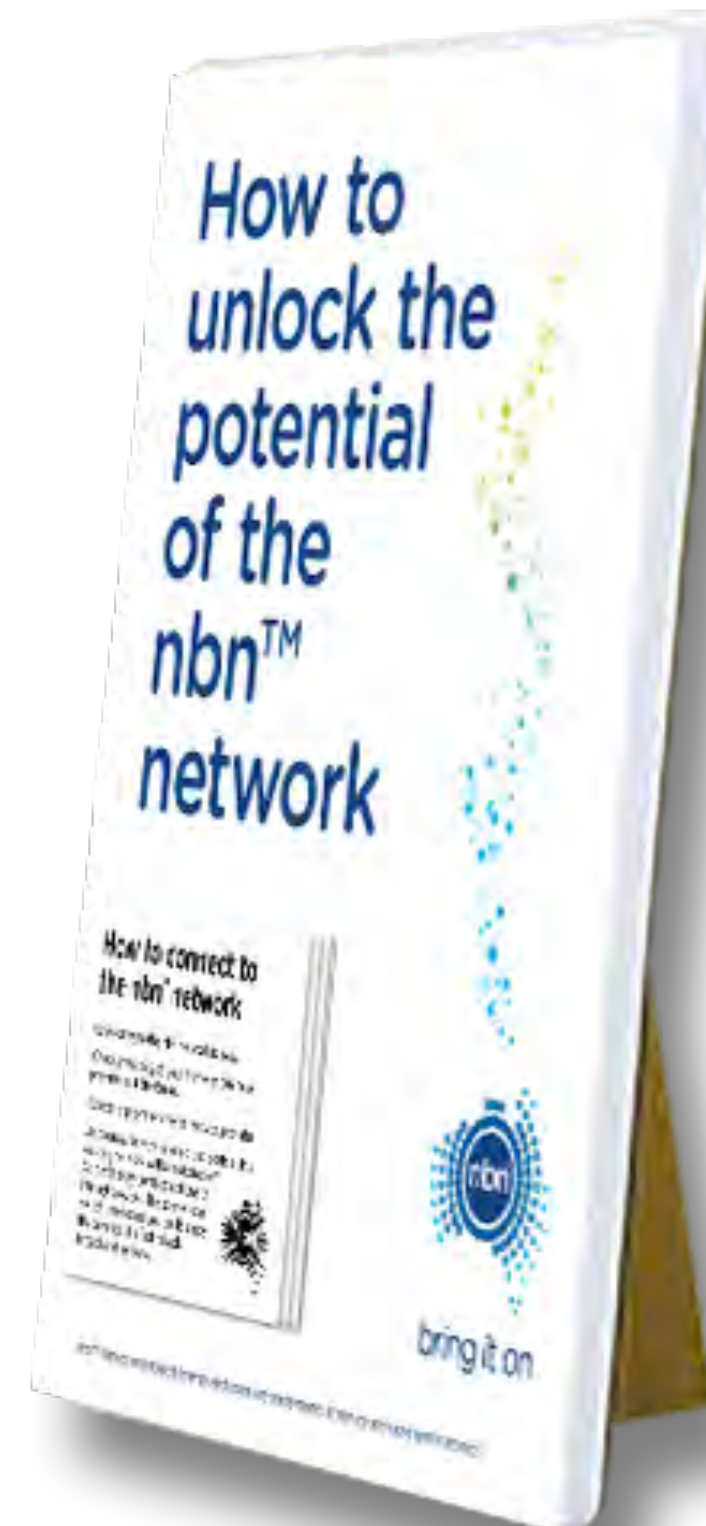
Reliable browsing and streaming

Stream online TV to every Smart TV in the house

Watch TV in stunning clarity with Ultra HD

Smoother hi-resolution gaming

Smoother, clearer video conferencing



How to unlock the potential of the nbn™ network

How to connect to the nbn™ network

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bring it on

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_ Strut card

LOCALISED **PROMO** ITEMS



HN SALES **STAFF** TIPS

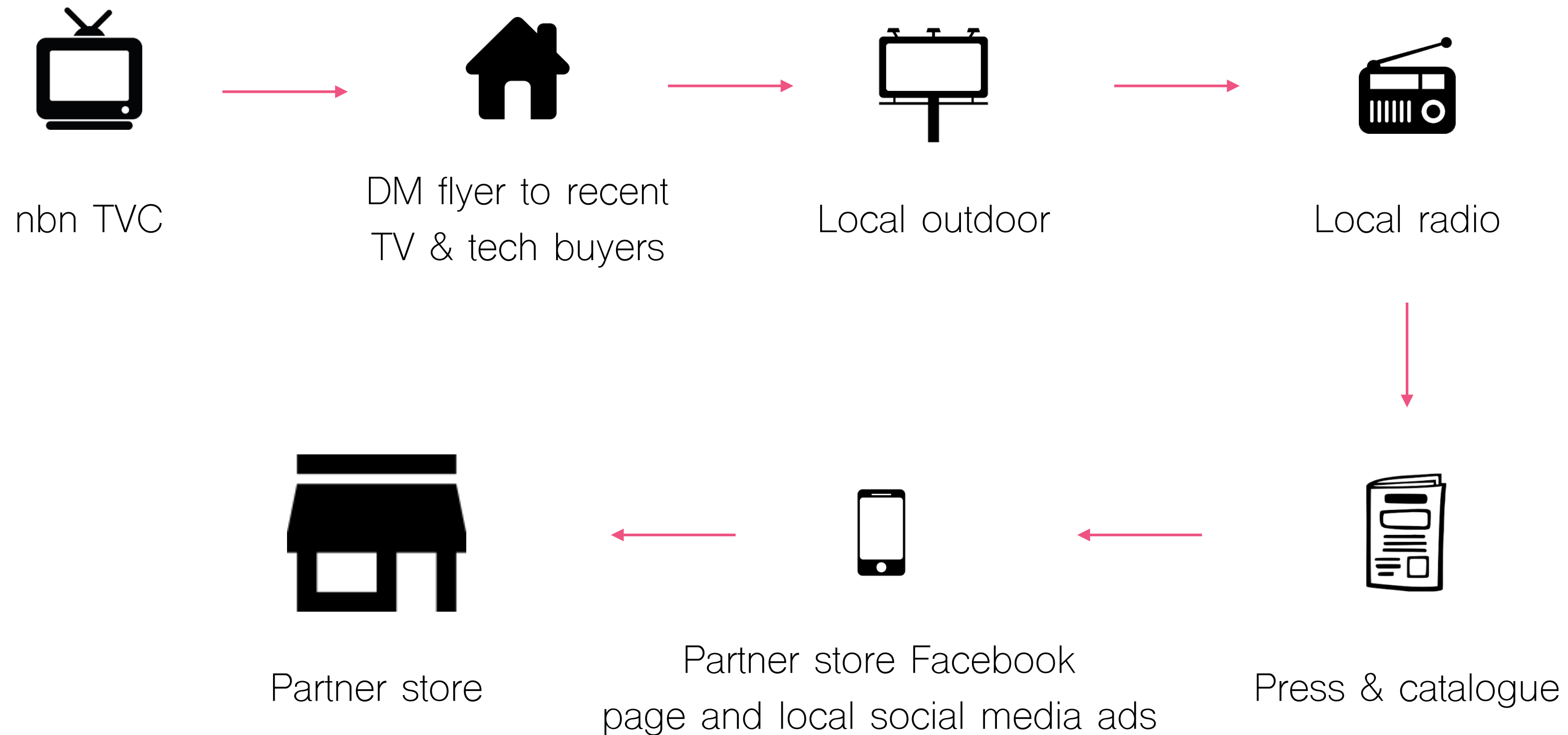
- _ What is the nbn network?
- _ Ideal demos to do more with technology on the nbn network
- _ Up-sell opportunities
- _ Cross-sell opportunities
- _ How to connect?
- _ How much is it?
- _ How long does it take?
- _ Harvey Norman call to action

THE FUTURE



TRULY LOCAL CUSTOMER JOURNEY

Key touch points that will drive customers to Harvey Norman



TRULY LOCAL

Harvey Norman

SUPERCHARGED INTERNET IS NOW HERE IN BLACKTOWN



The nbn™ network has arrived, and your internet, Smart TV and online gaming will never be the same again. Internet on the nbn™ network offers you speed and reliability like you've never seen before, so now the whole family can be online, all of the time.

"When you discover how fast you can stream, game, browse and download on the NBN, you'll be amazed. Come and see for yourself at your Blacktown store."

Barry Smith - Store Manager

Experience the nbn™ difference and plug into our free Wi-Fi hotspot in store
Harvey Norman Blacktown, Blacktown MegaCentre
Bungarribee Road, Phone: (02) 8822 8400

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HN PARTNER PROMOTION

Harvey Norman

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CELEBRATE THE ARRIVAL OF THE NBN NETWORK WITH A NEW SAMSUNG TV



Experience the future of entertainment with the Samsung 50" Series 6 Ultra HD LED LCD Smart TV, bringing ultimate cinematic immersion to your living room.

With Samsung's quad-core processor and Ultra HD, you'll experience richer, more vibrant colours and finer details and clarity backed by massive power.*

With seamless access to web content, the 50" Smart TV allows you to browse online media such as apps, and streaming services with ease.**

With built-in Wi-Fi, 4 HDMI ports, and 3 USB ports, the Samsung 50" Smart TV is a hub of multimedia connectivity, sure to become the centrepiece of your living room.

WITH BONUS 6 MONTHS FREE NETFLIX

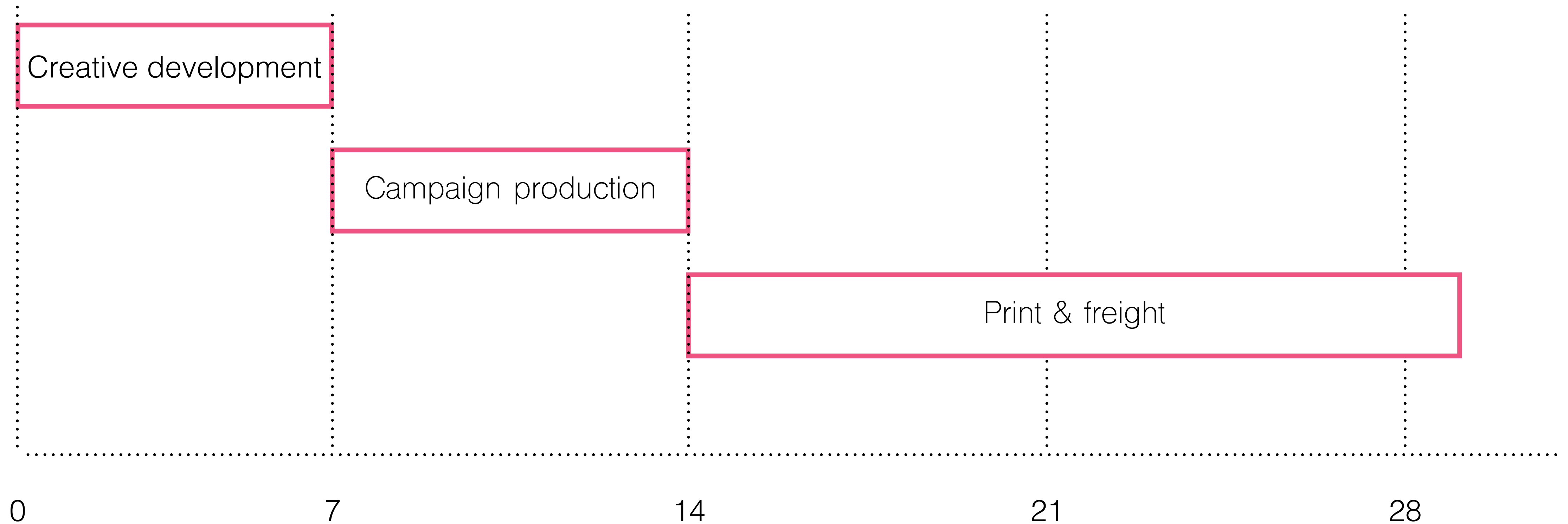
\$200 CASH BACK



*TV programming not available in Ultra HD in Australia. Ultra HD TVs require Ultra HD content and additional Ultra HD enabled devices (sold separately) for full resolution effect.

**Internet connection and certain subscriptions required and sold separately

CAMPAIGN TIMINGS



IN-STORE CAMPAIGN CREATIVE & PRODUCTION COSTS

_ Window poster	\$680
_ Sensor gate sleeve	\$850
_ Floor decal	\$510
_ Hanging banner	\$510
_ Wobbler or TV/computer electrostatic	\$510
_ Tear pad, double sided	\$850
_ Spider banner	\$850
_ Balloons	\$340
_ T- Shirts	\$340
_ PC/tablet animation + storyboard	\$2,380
_ TV nbn messaging + storyboard	\$2,380

OOH CAMPAIGN CREATIVE & PRODUCTION COSTS

_ Half page press ad/catalogue ad	\$680
_ A5 letter box flyer, double sided	\$850
_ 15 "Radio Script	\$340
_ 30" Radio Script	\$510
_ TV edits. May need a Harvey Norman tail. If so...	\$1360
_ Social media asset kit	\$850
_ Bus Shelter/outdoor poster	\$680

THE BEGINNING?

- _ Feedback that will make this better?
- _ Have we met your initial expectations today?
- _ Next steps?